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9. A reflective display, comprising

a light modulator provided to selectively alter a polarization state of polarized light passing through the light modulator, the light modulator having a viewer side and a back side;

a reflective polarizer positioned on the back side of the light modulator to reflect light having a first polarization state and to transmit light having a second polarization state; and

a rear dichroic polarizer positioned between the light modulator and the reflective polarizer to allow at least a portion of light reflected by the reflective polarizer to be transmitted back through the light modulator.

10. The reflective display of claim 9, wherein the reflective polarizer comprises a plurality of layers.

11. The reflective display of claim 10, wherein a refractive index difference between at least two adjacent layers along a first in-plane axis of the reflective polarizer is greater than a refractive index difference between the at least two adjacent layers along a second in-plane axis of the reflective polarizer.

12. The display of claim 9, wherein a high reflectivity axis of the reflective polarizer forms an angle between 0° and 90° with a transmission axis of the rear dichroic polarizer.

13. The display of claim 9, further including a supplemental light source disposed behind the reflective polarizer, the display being capable of generating an image under supplemental lighting conditions using the supplemental light source or under ambient lighting conditions using light incident on the viewer side of the light modulator.

14. The display of claim 13, wherein the display reverses image between ambient and supplemental lighting conditions.